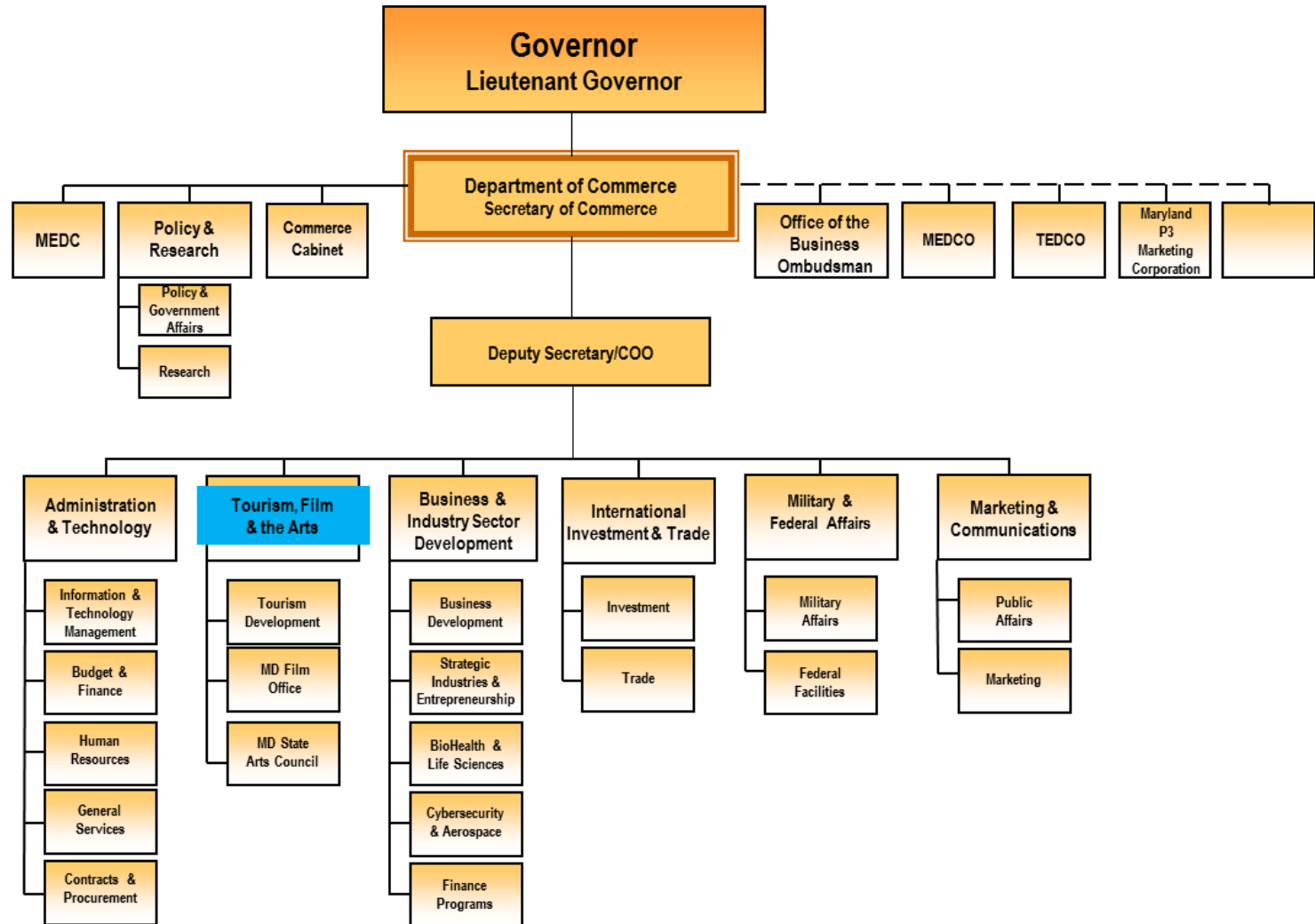


Tourism: More Customers for Maryland



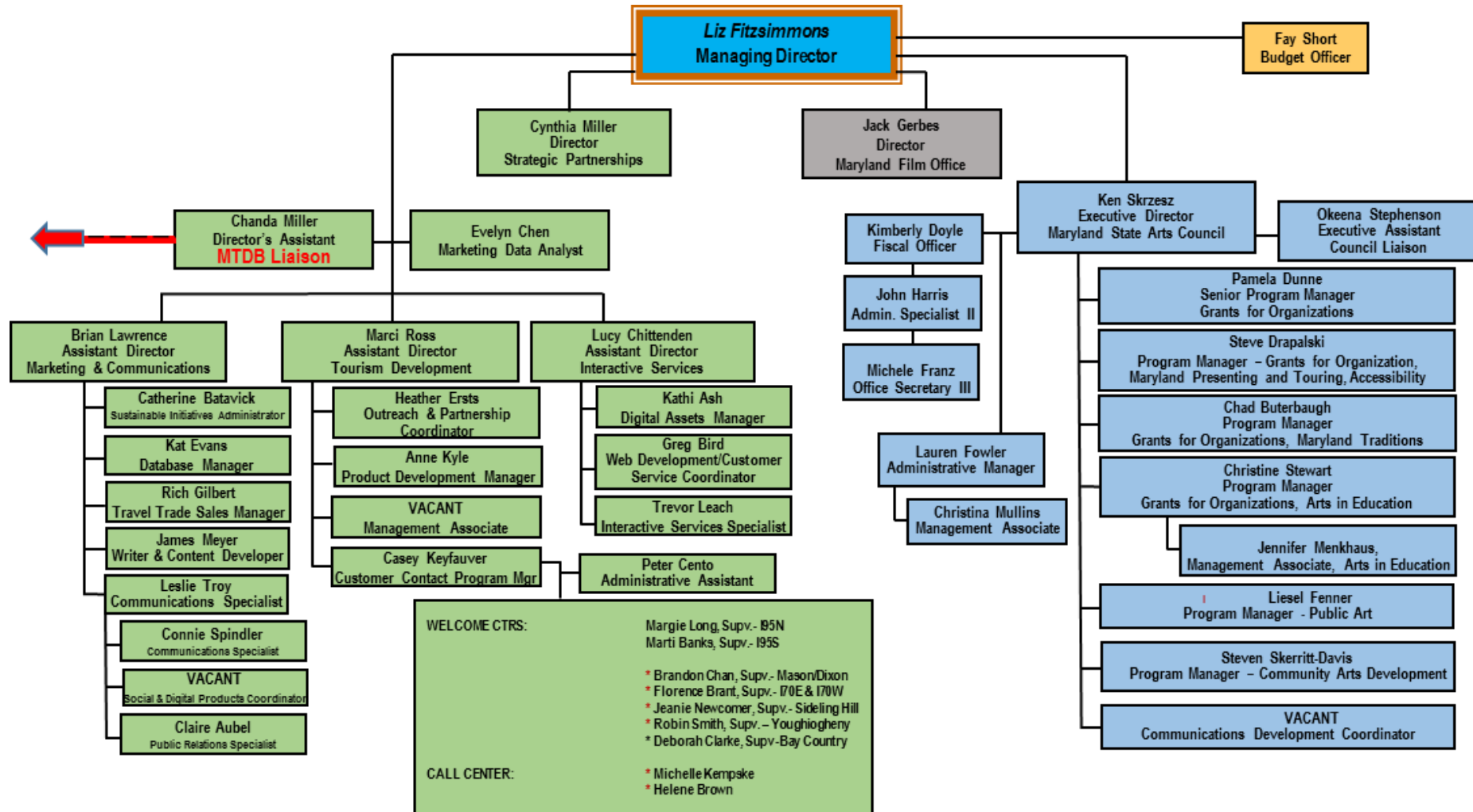



Department of Commerce





Tourism, Film & The Arts





The Maryland Office of Tourism's mission is
to grow revenue to the state through
increased visitor spending.

**MORE CUSTOMERS. MORE REVENUE.
MORE JOBS.**

Tourism Development Mission

- Serves as the State's official travel marketing agency, promoting Maryland's attractions, accommodations and services **to increase visitor spending in the State.**
- Provides residents and out-of-state visitors with information and services to ensure a positive trip experience; and
- Positions Maryland as a competitive destination through product development and tourism industry engagement.



Visitor Volume and Spending 2016

- Maryland **welcomed 42.1 million visitors**, up 4% from 40.5 million in 2015.
- Visitors to Maryland **spent \$17.3 billion**, an increase of 2.7% from 2015.
- Visitor spending **generated \$2.3 billion** in state and local taxes.
- Each household would need to pay an additional \$1,080 in taxes to replace the tax revenue generated by tourism.



Visitors are Vital to Marylanders

- Tourism supported more than **146,000 jobs** in 2016, increasing 1.7 percent from 2015
- These employees **earned \$6 billion** in wages, an overall increase of 5 percent from 2015
- Tourism is the **10th largest** private sector employer in Maryland.





Success Measurements

- Annual Visitor Volume
- Welcome Center Visitors
- Amtrak and BWI passenger volume
- Lodging Performance: rooms sold, room revenue
- Leisure and Hospitality Employment
- Annual Economic Impact Report
- Fiscal Year Tourism Tax Codes

Tourism Promotion Act of 2008

Eight key tax codes were identified and then multiplied by a tourism factor – the amount deemed attributable to visitor spending by the Comptroller

Sales Tax Category	Factor
108 Restaurants, Lunchrooms, Delicatessens	33%
111 Hotels, Motels Selling Food	100%
112 Restaurants and Night Clubs	33%
306 General Merchandise	5%
407 Automobile, Bus and Truck Rentals	90%
706 Air Transportation – certified and non-certified	50%
901 Hotels, Motels, Apartments, Cottages	100%
925 Recreation and Amusement Places	50%



FY 2017 Tourism Sales Taxes

SALES TAX CODE & CATEGORY (Millions)	FY 2016	FY 2017	% Change	Factor	FY 2016	FY 2017	% Change
108 Restaurants, Lunchrooms, Delicatessens - WO/BWL	\$388.52	\$400.32	3.0%	33%	\$129.51	\$133.44	3.0%
111 Hotels, Motels Selling Food - W/BWL	\$40.02	\$38.30	(-4.3%)	100%	\$40.02	\$38.30	(-4.3%)
112 Restaurants and Nite Clubs - W/BWL	\$265.54	\$273.47	3.0%	33%	\$88.51	\$91.16	3.0%
306 General Merchandise	\$268.73	\$280.42	4.3%	5%	\$13.44	\$14.02	4.3%
407 Automobile, Bus and Truck Rentals	\$70.84	\$73.39	3.6%	90%	\$63.76	\$66.06	3.6%
706 Airlines - Commercial	\$0.62	\$0.43	(-31.0%)	50%	\$0.31	\$0.21	(-31.0%)
901 Hotels, Motels, Apartments, Cottages	\$110.38	\$121.07	9.7%	100%	\$110.38	\$121.07	9.7%
925 Recreation and Amusement Places	\$9.28	\$9.25	(-0.3%)	50%	\$4.64	\$4.63	(-0.3%)
Tourism Tax Categories Subtotal	\$1,153.92	\$1,196.65	3.7%		\$450.56	\$468.88	4.1%



Tourism Generates Tax Revenue

- In FY 17, the MD Comptroller reported **\$469 million** in adjusted sales tax revenues attributed to tourism
- Revenues grew 4% compared to FY 16.





Who is coming to Maryland?



Maryland Visitor Statistics

Continued growth in the leisure, overnight and day travel segments

* numbers in millions

	MARYLAND			U.S.		
	2014	2015	2016	2014	2015	2016
TOTAL	38.23	40.47	42.10	2,512.78	2,637.08	2,706.93
BUSINESS	7.15	7.56	7.49	517.99	537.26	542.77
LEISURE	31.09	32.92↑	34.61↑	1,994.79	2,099.82	2,164.17
DAY	19.38	20.98↑	21.98↑	1,340.63	1,408.73	1,452.07
OVERNIGHT	18.85	19.49↑	20.12↑	1,172.15	1,228.36	1,254.87



Demographic Characteristics of Visitors

- Women make up 51% of the overnight visitors.
- 55% of all overnight travelers < 50 years old
- 45% are > 50 years old.
- Most overnight trips taken to Maryland are by those without children in the home.

31% have children present



Maryland Visitor Statistics

- Household Income:

< \$50,000	30% of visitors
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\$75,000 or more	55%
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> \$150,000 or more	22%
---------------------	-----



Where do they come from?



Philadelphia makes up
10% of overnights.

Most day trippers and overnight
visitors come from Washington, D.C.



Where do they come from?



Baltimore makes up
30% of day trips and
10% of overnights.



Where do they come from?



5% of day visitors are from the Harrisburg-Lancaster-Lebanon-York, PA area.



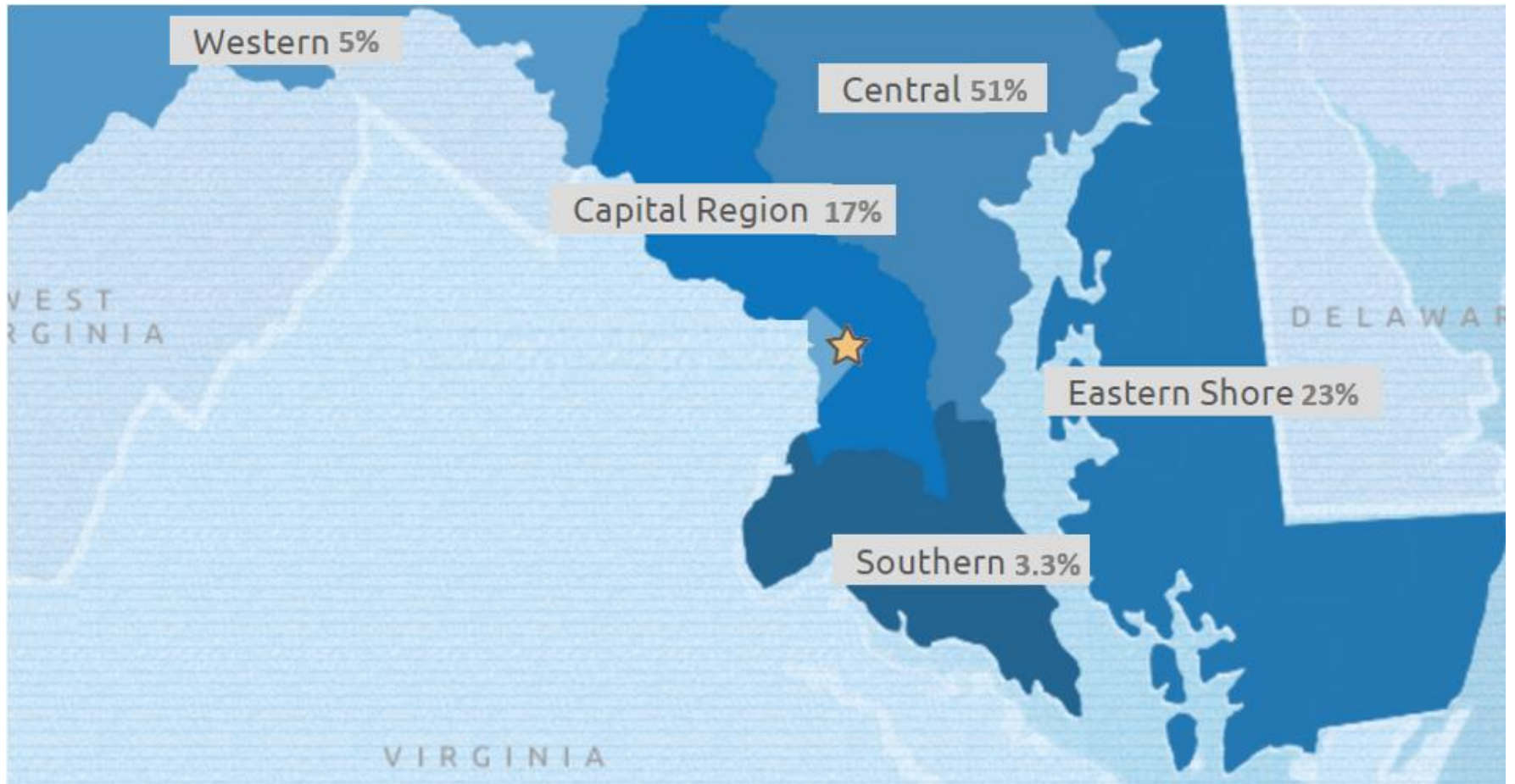
Where do they come from?



NY, NJ, PA & CT combined make up 34% of overnight visitors and 20% of day trips.



Where are they going?



What are they doing?

- 27% of day trip and overnight visitors are visiting friends and family.
- 76% use car as primary mode of transportation
- 63% staying in paid accommodations.



What are they doing?

- Activities that overnight visitors engage in most frequently include:
 1. Culinary Experiences 14%
 2. Shopping 11%
 3. Beach/Waterfront 9%
 4. Touring/Sightseeing 5%
 5. Historic Sites 5%





MARYLAND

Office of Tourism

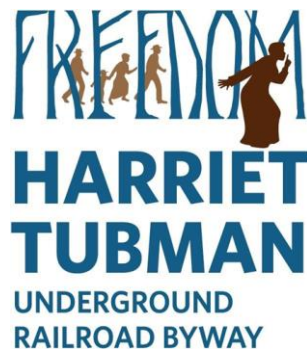
What does OTD do?



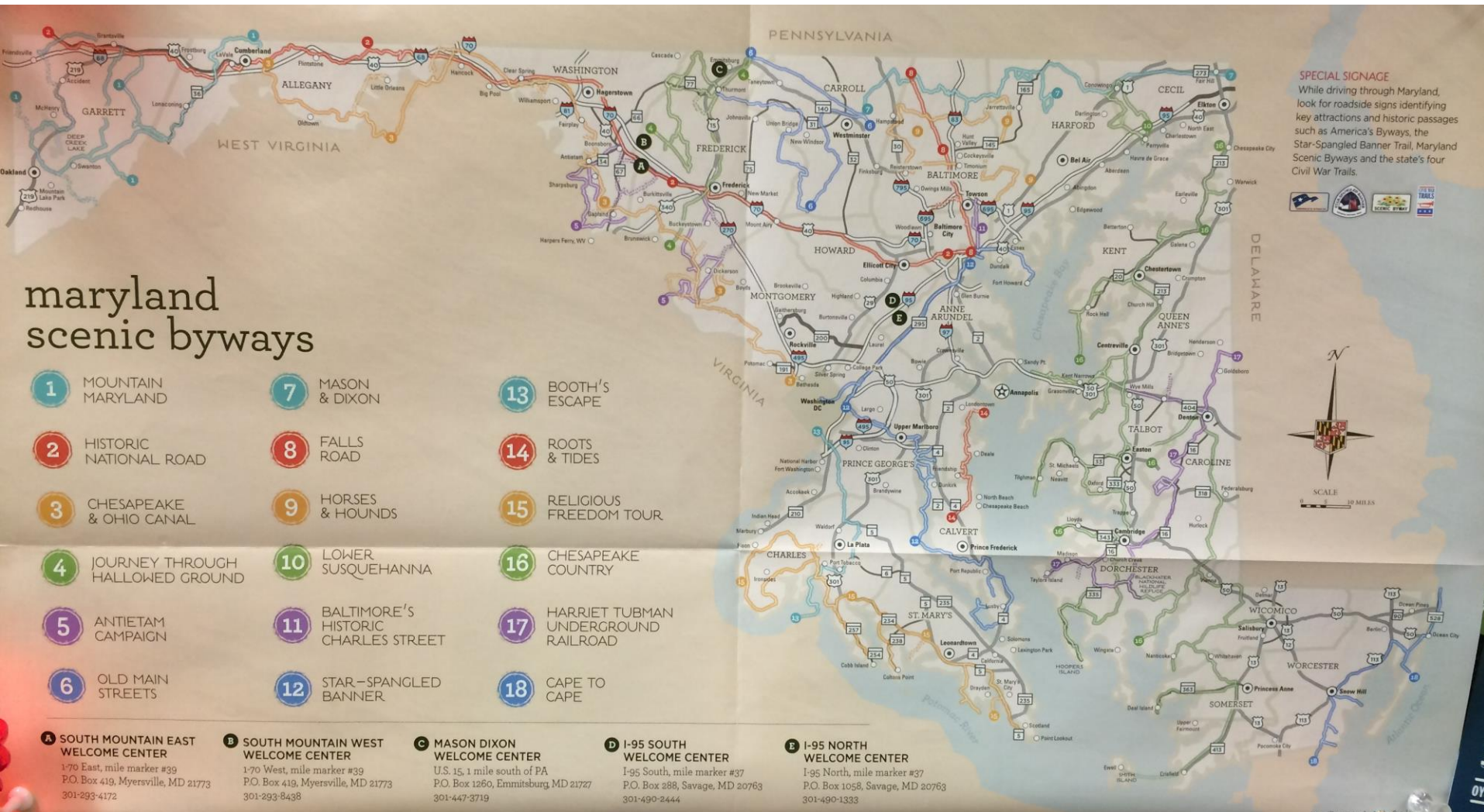
Product Development

- Existing Initiatives

- Harriet Tubman and the Underground Railroad
- Civil War Sesquicentennial
- Bicentennial of the National Anthem/Star-Spangled Banner
- Maryland and America's Byways



Maryland Scenic Byways



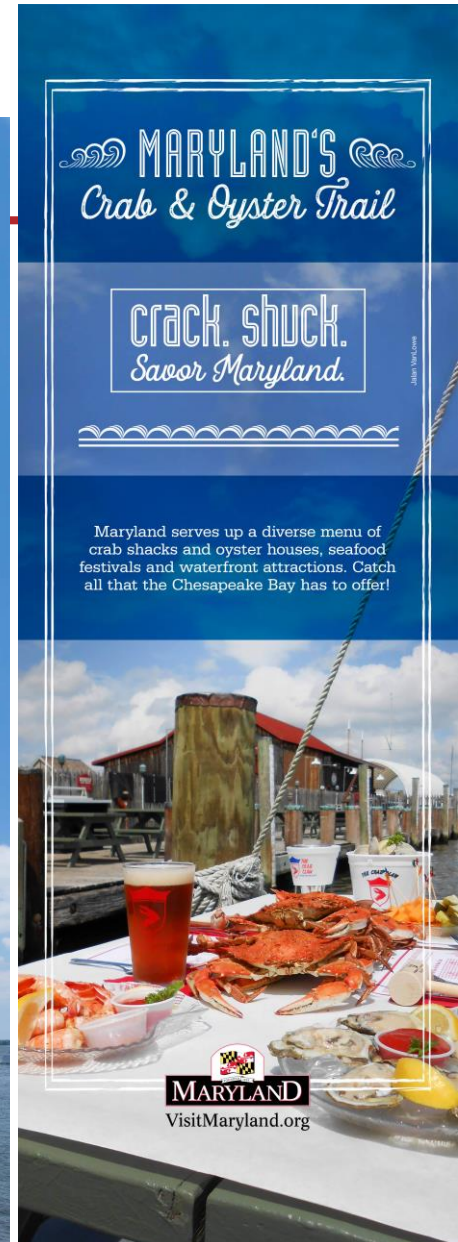
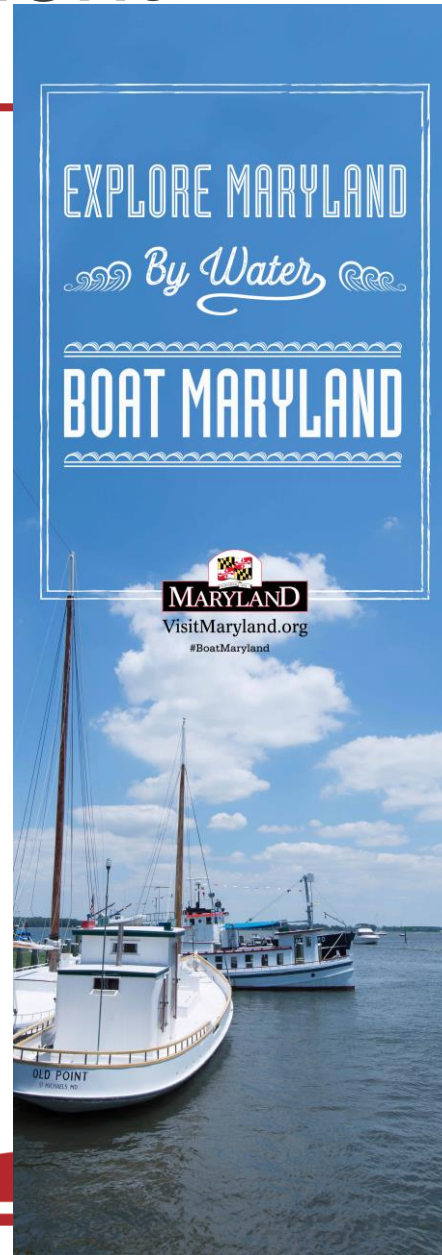
Product Development



FISH & HUNT
— MARYLAND —



ANNE
ARUNDEL
COUNTY, MD
**FREDERICK
DOUGLASS**
BICENTENNIAL
CELEBRATION
2018



Technical Assistance

- Outdoor Recreation Economic Commission
- Recreational Trails Program
- Maryland Heritage Areas
- TAP/TEP
- MD Bike & Pedestrian Advisory Committee
- Garrett Trails
- DNR
- Local Agencies



Checklist of How I Can Market with the Maryland Office of Tourism Development



- ☐ Work with your local Destination Marketing Organization and/or Heritage Area, Main Streets, Arts & Entertainment District.
- ☐ Visit with a Travel Counselor at any of the 8 Maryland Welcome Centers and your local Visitor Center.
- ☐ Distribute your brochures through and display marketing materials at the Welcome Centers.
- ☐ Send your press releases and participate in travel media familiarization tours (FAM tours).
- ☐ Review VisitMaryland.org to make sure your content is up-to-date.
- ☐ Add your events to the VisitMaryland.org calendar.
- ☐ Connect with Maryland Office of Tourism on social media.
- ☐ Utilize the resources and information on the new industry.visitmaryland.org website.
- ☐ Submit photos to our WebDAM (Web Digital Asset Management).
- ☐ Create group tour opportunities and let us know about them.
- ☐ Host OTD staff for a tour of your district or industry.
- ☐ Maryland Office of Tourism Development promotes world-wide through our partners at Capital Region USA and Brand USA. Make sure we have a great product to promote!

Marketing



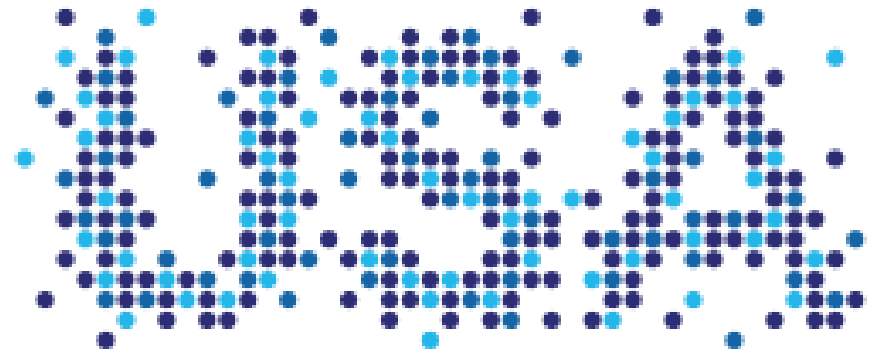
Maryland
New York
Harrisburg-Lancaster-Lebanon
York-Philadelphia
Ohio
Canada
UK, Germany, France, China, Korea



Marketing

WASHINGTON, DC
MARYLAND
VIRGINIA

CAPITAL REGION USA



VisitTheUSA.com



Communication Channels

- Printed Guides
- Public Relations
- Welcome Centers
- Online
- Video
- Social



Welcome Centers

8 Maryland Welcome Centers



Online



Articles

Topics Outdoor Recreation

Biking Trips in Maryland

Hop on your bike and see Maryland from a more intimate perspective.

By Jennifer Ajello

Share

-  Like
-  Tweet
-  Google +1
-  Pinterest
-  Share

Save

-  Print
-  Download PDF
-  Email

Featured Places

-  View Map



Calendar of Events



ALGONQUEST

INAUGURAL
Fat Tire Fest
Camping
Night Ride
XC Race
New Geo Caches
Beach and Boardwalk Ride

2018

Worcester County Bicycle Safety Coalition

Enjoy the Algonquin Trail

\$15 per day includes Food Beverage	\$40 3 day pass includes Food Beverage	\$10.00 Donation per rider Families \$5 each <small>A portion of proceeds will promote bike safety</small>
March 23, 24, Milburn Landing Pocomoke Maryland	March 25 Ocean City Maryland	

Add events to VisitMaryland.org calendar

4 EASY STEPS:

1. Visit <http://visitmaryland.org/events-calendar>

2. Click "Add Event"



3. a. Enter login information

b. If not registered, create an account

4. Enter required information and click "Save"

The Maryland Office of Tourism will review and post your event





 **THANK YOU**



 **THANK YOU**

